VIEWS ON TOURISM PROGRAMME

VIEWS ON TOURISM: ROTORUA

FEBRUARY - MAY 2023



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RESEARCH APPROACH

Following are findings from questions included in RotoruaNZ's Views on Tourism research¹ conducted during February to May 2023. The questions are designed to measure resident opinion on the value of international and domestic tourism and the extent to which tourism might be having adverse impacts. The research considers Rotorua residents' views on tourism and its impacts on the region, and contrasts this with sentiment expressed by New Zealand residents about New Zealand.

The research involved a mixed methodology with a total sample of n=300. The majority of the sample (n=237) was collected from online research panels.

The remaining sample was collected via posts on relevant Facebook pages, primarily targeting males. As incentive to participate respondents were offered the chance to enter a prize draw to win a NZ\$100 Prezzy card.

All respondents are aged 18 years or more. Following quality control and data cleaning procedures, the final survey sample was weighted to reflect the age and gender characteristics of the Rotorua population aged 18 years or more, based on 2018 Census NZ data.

The New Zealand sample used as a comparison is for the year ending April 2023, with a population representative sample of n=3,229.

Using a combination of tourism perception scores, a Tourism Approval Rating (TAR) is calculated for both international and domestic tourism. The TAR is plotted on a six-section scale (Advocacy, Approval, Acceptance, Limited Acceptance, Threatened Acceptance and Disapproval) to highlight residents' perceptions of domestic and international tourism for a destination on an ongoing basis.



KEY INSIGHTS



Rotorua residents view domestic tourism more favourably than international tourism. Comparing sentiment of Rotorua residents and New Zealand residents overall, Rotorua's international TAR score of 46 (acceptance) is 3 points lower, but its domestic TAR score of 64 (approval) is identical. Rotorua residents who identify as New Zealand Māori view tourism activity less favourably, with an international TAR score of 42 and a domestic TAR score of 58.

86 percent of Rotorua residents have personally benefited from tourism activity in their local area, a higher proportion than for New Zealand residents overall (79 percent). Almost three in five see that tourism activity means more local businesses are open or able to stay open, and half benefit from tourism activity providing opportunities for employment/income (for them and their family). Compared to the New Zealand benchmark, Rotorua residents are more likely to feel the various benefits to the community of tourism activity.

81 percent of Rotorua residents have been negatively impacted by tourism activity in their local area, higher than the proportion of New Zealand residents overall (65 percent). Almost two in five have experienced more litter and waste generation. One third believe that their community is too reliant on tourism. The same proportion experience greater difficulty finding a car park because of tourism activity. Families with kids aged under 5 years are more likely to experience difficulty finding a car par (48 percent vs 30 percent overall).

Asked whether enough action is being taken to address the negative impacts of tourism, an average 77 percent agree that there is. Key actions that Rotorua residents believe will help mitigate the negative impacts of tourism include greater investment in tourist infrastructure (particularly roading and parking), improving housing conditions and improving safety.

KEY INSIGHTS (CONT.)



Looking to the future, **38 percent of Rotorua residents would like the local tourism industry to most focus on improving community infrastructure**. This is a higher proportion than it is for New Zealanders overall. The other most commonly wanted key foci are creating employment for people in the community, improving safety for visitors, and attracting higher value visitors.

A number of comments regarding the recovery of tourism post-COVID-19 included the observation that tourism is picking up, the concern about homelessness issues causing reputation damage to Rotorua, locals' attitude towards visitors on their return after COVID (i.e., 'happy', 'glad', 'grateful'), and the impacts of COVID on local businesses.

74 percent of Rotorua residents agree the tourism industry in Rotorua is a good industry for long-term career opportunities. The main reason for this is that the tourism industry is perceived as part of the lifeblood of Rotorua – it has lots to offer, and there's always demand for tourism so there's lots of career/employment opportunities.

Public transport is rated poorly by Rotorua's residents as an aspect of the visitor experience in the region, and this is the most common type of visitor infrastructure residents would like to see prioritised for development.

86 percent of Rotorua residents believe that the tourism industry gives back to the community - mainly by creating job and business opportunities, contributing to the economy, and keeping local businesses open.

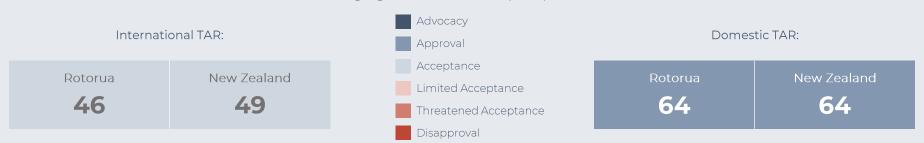


Views on Tourism Snapshot: Rotorua Residents

Research was conducted between February - May 2023 using Angus & Associates Views on Tourism® programme. The sample includes n=300 Rotorua residents aged 18+ years.

TOURISM APPROVAL RATING (TAR)

TAR score highlights residents' overall perceptions of tourism



86% of Rotorua residents have experienced benefits of tourism activity in their area, and the top 5 are...



More local businesses opening, or being able to stay open



Opportunities for employment & income



Opportunities to get involved with/attend local festivals & cultural events



Greater appreciation of the natural environment



Enhanced profile or identity of their area

81% of Rotorua residents have experienced adverse impacts from tourism activity in their area, and the top 5 are...



More litter and waste generation



My community is too reliant on tourism



Greater difficulty finding a car park



Takes longer to get to places due to traffic and congestion



Damage to the natural environment

Top 5 foci for local tourism industry in the future...





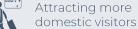
Creating employment for people in community



Improving safety for visitors









VIEWS ON TOURISM: ROTORUA

INTERNATIONAL TOURISM

Nine in ten Rotorua residents agree that international tourism is good for New Zealand – the same rate of agreement as for New Zealand residents overall. A similar proportion of Rotorua residents agree that international tourism is good for their region (92 percent) – this is a slightly higher proportion than it is for New Zealand residents overall (86 percent). Māori Rotorua residents are less likely than others to agree that international tourism is good for New Zealand (82 percent) and good for their region (83 percent).

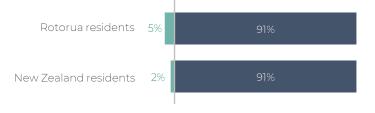
Despite the benefits of international tourism being widely acknowledged by Rotorua residents, two in five believe that international visitors put too much pressure on New Zealand, and one third believe that international visitors put too much pressure on their region.

The international TAR score, which considers the positive and negative impacts of international tourism is at the level of 'acceptance' for Rotorua residents - at 46, just below that for New Zealand residents overall - at 49. Māori Rotorua residents view international tourism a little less favourably – providing an international TAR score of 42.

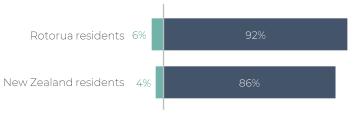
By age, younger Rotorua residents (those aged 18-29 years) view international tourism less favourably than other age groups. This is also the case for New Zealand residents overall.



International tourism is good for New Zealand



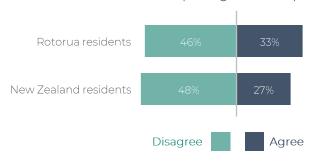
International tourism is good for my region



International visitors are putting too much pressure on New Zealand



International visitors are putting too much pressure on my region



INTERNATIONAL TOURISM (CONT.) New Zealand Inbound TAR: Advocacy Approval Acceptance Limited Acceptance Threatened Acceptance Disapproval Excluded (small sample size <20) Rotorua RTO Inbound TAR: 46



VIEWS ON TOURISM: ROTORUA

DOMESTIC TOURISM

angus & associates

The vast majority of both Rotorua residents and New Zealand residents overall agree that domestic tourism is good for New Zealand and good for their region. However, Māori Rotorua residents are slightly less likely to agree that domestic tourism is good for their region than other Rotorua residents – at 90 percent, compared with 95 percent overall.

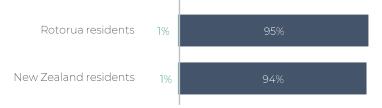
One in five Rotorua residents believe that domestic tourism is putting too much pressure on New Zealand, and a similar proportion believe that domestic tourism is putting too much pressure on their region – both similar proportions to those recorded for New Zealand residents overall, and lower than the proportions recorded in relation to international tourism.

Rotorua's domestic TAR score, which takes into account the positive and negative impacts of domestic tourism, is more favourable than its international TAR score. Rotorua and New Zealand share a domestic TAR score of 64. As they also do for international tourism, Māori Rotorua residents view domestic tourism a little less favourably than other residents – providing a domestic TAR score of 58.

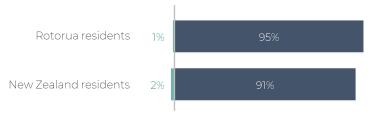
For New Zealand residents overall, support for domestic tourism has a correlation with age (older residents are more likely to be supportive) – this is also evident in Rotorua, but the pattern is less pronounced.



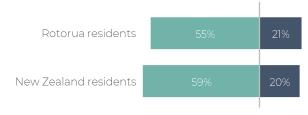
Domestic tourism is good for New Zealand



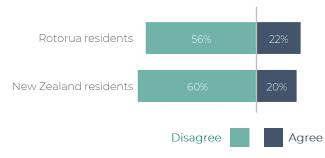
Domestic tourism is good for my region



Domestic visitors are putting too much pressure on New Zealand



Domestic visitors are putting too much pressure on my region



DOMESTIC TOURISM (CONT.)







BENEFITS FROM TOURISM ACTIVITY IN LOCAL AREA

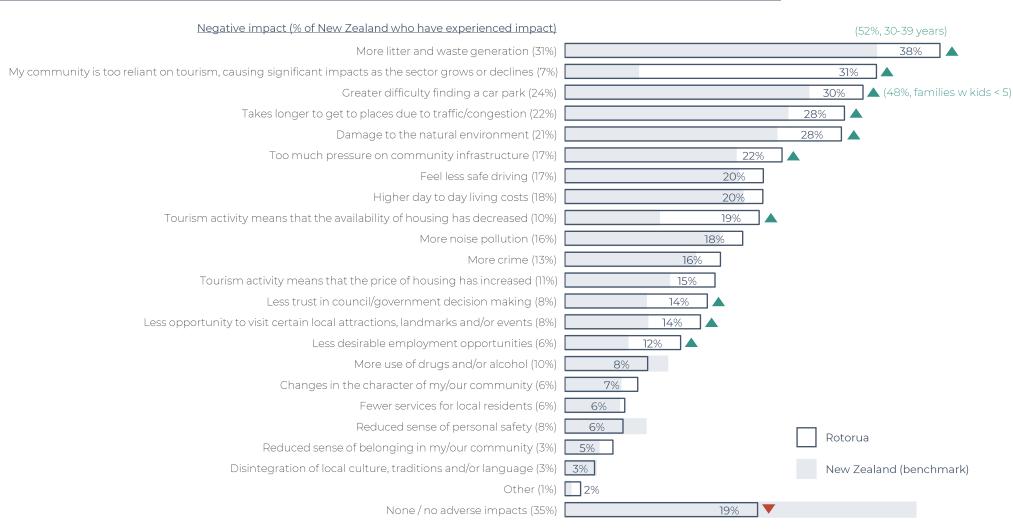
In which of the following ways, if any, would you say you/your family benefit from tourism activity in your local area?





NEGATIVE IMPACTS FROM TOURISM ACTIVITY IN LOCAL AREA

In which of the following ways, if any, would you say you/your family are negatively impacted by tourism in your local area?

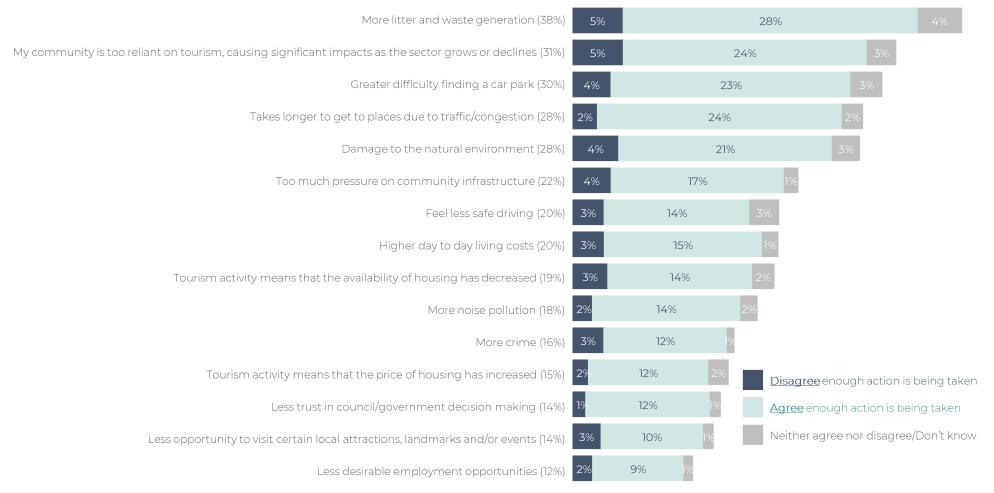




IS ENOUGH ACTION BEING TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM?

[Of those who have been negatively impacted by tourism activity in their local area] Thinking about the areas in which tourism has negatively impacted you/your family, to what extent do you agree or disagree that enough action is being taken to address these...?

Negative impact (ranked by prevalence)





IDEAS FOR BETTER ADDRESSING TOURISM NEGATIVE IMPACTS

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

COMMUNITY INFRASTRUCTURE

"Our road hasn't been mowed for a very long time with broom overtaking the berms. We need arrows on our roads to remind tourists which side of the road to drive on but apparently, we haven't had enough accidents to warrant it. There also needs better parking options at the tourist attraction down the road and yellow lines on the road to stop over parking."

"Doing the job right the first time so it doesn't need to be maintained so frequently"

"NZ roadside facilities are almost nonexistent compared to other countries. Our roads need some drastic improvement too"

"Fridays in Rotorua when events are on is a nightmare in traffic, trying to get in or out on the major roads is so congested as roadworks are bottlenecking everything.

Maybe open lanes up on a Friday when events are on."

"Make more carparks, or at least stop charging so much for them!"

"Build a large free carpark building in town or improve the bus service"

"I drive the road between Rotorua and Tauranga a lot. Tourists/caravans/vans driving 60kmph on a 100kmph road makes people make dangerous passes. I think Rotorua and Tauranga councils could make more slow bays. The Tauranga side has a couple but there's hardly any on the Rotorua side."

"More infrastructure needs to be built, and supply needs to be available to keep up with demand, otherwise the crime rate will continue to increase, and homelessness will continue to rise."

"Mass Transit in the area I reside in is almost non-existent. I'm a regular user of public transport, but there is no more than 5 other people on the same bus as me. Public Transport is a serious issue in New Zealand, and more investment needs to be done in order to end to private vehicle driving culture and tackle climate change."

HOUSING

"Properties rented out to holiday makers should be paying Commercial Rates not domestic, they are using their properties as a business and often at the inconvenience of the neighbours."

"More housing, access to housing available for residents first, easier access to financial assistance for purchasing a house"

"Reduction of Airbnb (and other of this type) houses, or more be done to monitor and appropriately tax etc"

"More housing needs to be built and we need density closer to the CBD. The horse race track is an awful lot of land that only gets used for a few races over year. I would love to see townhouses and 3-8 story apartment buildings in that space. The golf course is another waste of space, build single family homes and parks using that land and develop a golf course outside of town. The golfers will complain that its too far away, I bet that nearly all of them drive to the current golf course anyways. If they aren't walking or biking to play golf why do they care if it is 5 minutes further away?"

"Higher tax on Airbnb style"

"How about a local short term occupancy tax, say 10% of nightly room cost. Use that revenue as rent aid and to subsidise landlords that rent secondary units in houses for long term tenants instead of Airbnb guests"

"Stop bringing homeless people from other parts of the country to Rotorua and house them in motels"

"Remove gang members housed in motels and return them to their own areas"



IDEAS FOR BETTER ADDRESSING TOURISM NEGATIVE IMPACTS (CONT.)

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

NATURAL ENVIRONMENT

"More focus on environmentally friendly products, e.g., in our hotels, less plastic, more reusable items"

"Improved and increased education and awareness, especially around the adverse impacts on the natural environment e.g., using soap in waterways, parking and camping in sensitive and inappropriate areas etc."

"More rubbish bins, emptying bins more frequently"

LIVING COST

"Local's special prices"

"Make attractions affordable"

SAFETY

"I think there needs to be some sort of driving test or something completed prior to tourists being allowed on our roads. They unfortunately do cause a lot of accidents from driving on the wrong side of the road or not knowing our road rules which directly impacts on locals and family"

"More rigorous requirements for overseas licenses"

"More police presence"

"A stronger acting police force and justice system, they are far too easy on crimes"

OTHER

"Tourist industry needs to pay for more, better and bigger infrastructure etc. not locals and rate payers. Lodging tax is the only fair way."

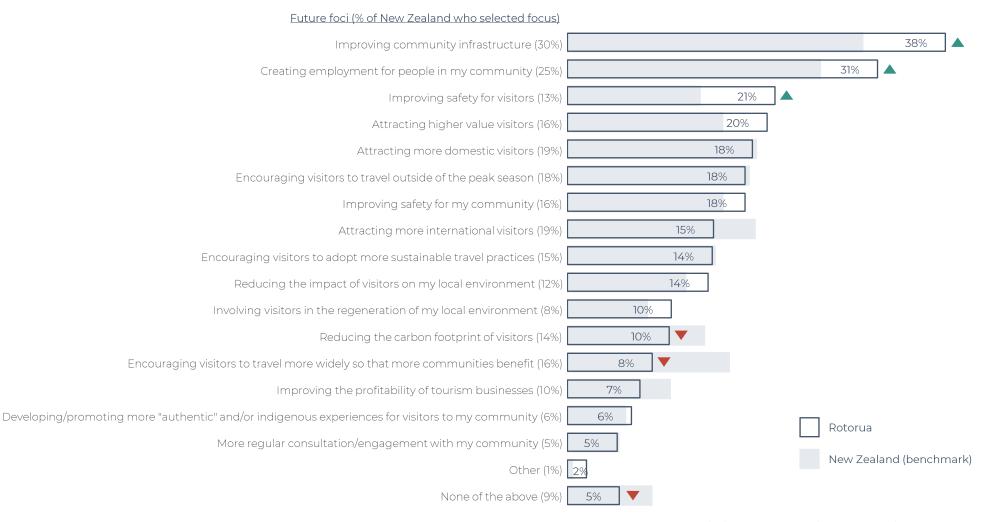
"Grow other economic options"





FUTURE FOCUS FOR TOURISM INDUSTRY

On which of the following would you like your local tourism industry to most focus in the future?





RECOVERY OF TOURISM

What other comments do you have, if any, on the recovery of tourism in your community following the COVID-19 pandemic?

Most commonly, Rotorua residents commented that they had seen tourism picking up, and that they were concerned about the homelessness issue causing reputation damage to Rotorua. Other comments mentioned locals' reaction towards visitors returning after COVID-19 (i.e., 'happy', 'glad', 'grateful') and the impacts that COVID-19 had had on local businesses. Other themes were concern about safety/crime in Rotorua, the need to improve infrastructure, and the need to keep supporting local businesses and the domestic tourism market.

"In Rotorua it appears to almost be back to normal. However, there is a lack of accommodation due to emergency housing at motels / hotels"

"Recently it has been awesome to see tourists back in Rotorua. Eat Street is so vibrant and fun to be at. I do worry that the increase of emergency housing has caused reputation damage to Rotorua, and that crime has increased, which might make tourists more vulnerable."

"Rotorua needs to focus on accommodation availability and rehabilitate the reputation of the city and ensure visitors are and feel safe."

"Unfortunately, our area became the biggest homeless area in New Zealand with the Govt putting many families in the Hotels/Motels and that has had a huge negative impact on our area. A big lift in crime and the denigration of families being forced into small accommodation for sometimes over a year. Yes, great they had a roof over their heads but to put the 1000's of people into the best tourist town in NZ was not the greatest idea and we will be in this dreadful situation of homing homeless for many years to come."

"COVID-19 took a shot to our tourism big time with some historical attractions closing down, after COVID-19 we started housing the homeless so when tourists could travel, they didn't because of the homeless were in the hotels making it semi unsafe. We have really good bike trails etc. though which attract a lot of tourists, I think we are getting back on the map"

"Rotorua has become very reliant on the international tourism dollar, it would be better to reduce the price of tickets to attractions so more locals can go, and it would keep the industry alive if there was another major drop off in international tourism"

"Happy to have visitors come and spend in our city"

"During the COVID-19 pandemic it was clear to see how much of an impact tourism had in Rotorua and how reliant it was on having visitors. I am happy to see we are slowly seeing the arrival of tourists again and the town is a lot less empty:) however it would be great for the town to grow and upgrade as the amount of visitors increase"

"Crime has been allowed to soar in Rotorua due to homeless people being bussed into Rotorua. This has caused significant reputational damage with both domestic and international visitors. Why was that allowed to happen and now the tourists are coming back, and we are still trying to solve this issue"

"We are grateful to have the tourists back."

"I live in Rotorua. Our motels are currently filled with homeless. Whilst I believe everyone needs a home, it has given this town a bad name as the main street lined with motels looks like a ghetto. Constant fighting, intimidation and violent behaviour has led to people not wanting to come here and a major loss to the pool of available accommodation for guests"

"Since COVID-19 there have been less tourism in my area. This has resulted in an increase in local crime.

Tourism is growing again but I think it is important for the government to assist in continuing to grow tourism."



RECOVERY OF TOURISM (CONT.)

What other comments do you have, if any, on the recovery of tourism in your community following the COVID-19 pandemic?

"Too many empty shops in Rotorua. A bit pity Rainbow Springs isn't reopening. Terrible governmental decisions have ruined many businesses."

"Negative - pressure of international tourists on conservation areas.

Negative - DOC and communities supporting international tourists over the use by New Zealanders.

Potential positive: opportunity to fund more biodiversity/conservation and recreation opportunities through international tourists."

"Restore Old buildings that are shut down, Tudor Towers, Blue Baths. Get rid of homeless hotels that should be used for tourists."

"Social Housing has created a negative brand perception in Rotorua. This has reduced but we still suffer the scars. Govt has been poor dealing with this. Tourism is an anchor industry in Rotorua. Govt needs to front up and help it back after the damage they have created especially during COVID-19.

We are suffering a massive staff shortage. Tourism growth is severely hampered by this."

"It's brilliant to see our tour operators book up and town buzzing again, especially the new lake front!

I think we need to continue to invest in making our town more attractive on an international level.

Take the new waterfront as an example, it was expensive but it's always busy there, and it's one of the first places we take our visiting friends/family to and the general consensus is that it is the coolest playground they've seen in New Zealand."

"With international tourism returning there has been a nice vibe around town which was missed during COVID-19 times. We just need to ensure we are being sustainable in both the economic and environmental sense, and we are extracting an appropriate value for the community."

"Local and domestic tourism to be as much of a priority as international"

"Tourism is already picking up. Police need to be visible and be a reassuring presence."

"Make Rotorua CBD more attractive to locals as well as tourists on weekends"

"The Whakarewarewa forest is bringing the most tourists, so Rotorua needs support financially to keep the trails in great condition."

"Rebuild our brand internationally."

"Rotorua needs to improve local roads, footpaths, full empty shops, get rid of beggars, make Rotorua streets safer for both traffic and people."

"Rotorua needs a far far far better bus service"

"The government needs to work to support businesses that were heavily damaged during the pandemic, many places suffered causing businesses to die and unemployment of residents to rise. This causes tourism in areas with damaged infrastructure to decrease.

"Would love to see Rotorua attract some more topflight sporting events, Super Rugby, the Warriors league maybe, and particularly a round of the UCI EWS and DH World Cup. It's not been done since 2006 and we're overdue."





RESIDENT ENGAGEMENT ACTIONS WITH VISITORS

Which of the following have you personally done in the last two years (if any)?

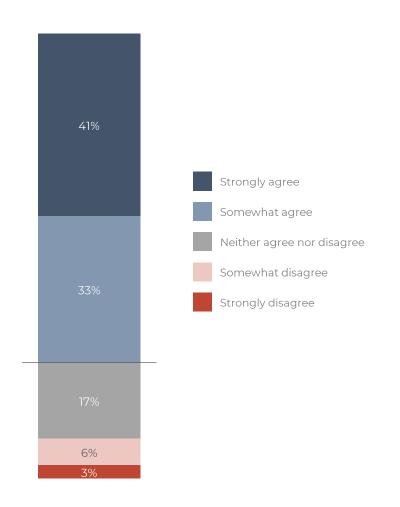
Resident engagement actions (% of New Zealand who selected action) Recommended a local or domestic tourism activity or attraction to someone you know (25%) 53% Taken part in a local tourism activity/visited a local tourism attraction (18%) 51% Interacted with someone you don't know who was visiting your region – outside of work activity (21%) 46% Hosted visitors you know in your home (29%) 44% Taken part in a tourism activity elsewhere domestically/visited a tourism attraction elsewhere domestically (16%) 34% Been self-employed or worked in paid employment for an organisation in the tourism sector (7%) 17% Worked as a volunteer for an organisation in the tourism sector (8%) 16% Recommended studying or working in tourism to someone you know (4%) 11% Worked for another organisation that provides services for visitors, or services for tourism businesses (4%) 10% Participated in a public consultation or planning process affecting tourism (3%) 8% 8% Been involved in developing an activity or attraction for locals and visitors (3%) Provided paid accommodation for visitors in your home/a property you own (4%) 6% Made an investment in an organisation that provides services for visitors, or services for tourism businesses (3%) 5% Rotorua Studied tourism or taken tourism-related classes (2%) New Zealand* (benchmark) None of the above (35%) 14%





LONG-TERM CAREER OPPORTUNITIES

To what extent do you agree or disagree that the tourism industry in Rotorua is a good industry for long-term career opportunities?

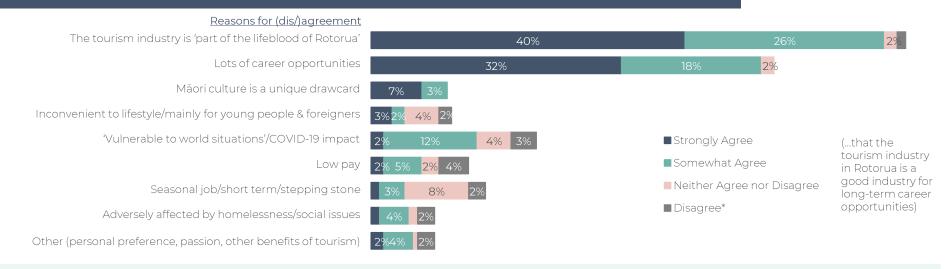


74% of Rotorua residents agree that the tourism industry in Rotorua is a good industry for long-term career opportunities

- There is no significant difference in agreement by age, gender, or ethnicity
- In terms of household composition, those with children aged under 5 are less likely to agree (55 percent), while those with children aged 15 or older are more likely to agree (87 percent) that the tourism industry in Rotorua is a good industry for long-term career opportunities.

LONG-TERM CAREER OPPORTUNITIES (CONT.)

For what reasons do you say that?



"Tourism is part of the lifeblood of Rotorua and the rich Māori heritage we have here. We have the ability to provide many jobs as long as tourists continue to visit."

"Tourism is one of the primary industries here so lots of opportunities for employment."

"Rotorua has a long history in the tourism industry, and this is not likely to change"

"Rotorua is the cultural capital for Aotearoa, it has significant cultural sights and experiences which is what all tourists are wanting to see and experience."

"Rotorua has changed as a result of other centres becoming more available and attractive for tourists and COVID-induced emergency housing has negatively impacted on the tourist industry."

"I think a lot of people see these jobs as steppingstones"

"Income is poor, hours can be long and inconvenient to lifestyle i.e., managing children and maintaining work"

"It is very seasonal here, and the wages aren't attractive for long-term employment. Tourism roles are generally fun for a short-term gig, great for university students or backpackers. Certainly, a balance needs to be struck to lift wages, if the sector wants more longer-term employees, while balancing the cost of their activity."

"Because it's not really a sustainable income (unless you are a manager) especially if you have a family. In the Summer, peak travel season, you get heaps of working hours etc. and then when there is less tourists, your hours get cut back."

"Many hospitality jobs are filled with students from overseas who are working and travelling. Local people are not attracted to taking on these jobs" "Risky with homeless issues etc."

"The industry depends so much on "ups and downs"
e.g., COVID-19, natural disasters and the other
pandemics that will come along - I don't think it should
be considered a "long term" career. Perhaps people
could train in more than one area."

"The industry is vulnerable to world situations - the pandemic, wars, adverse weather and most of that is beyond our control in the shorter term."

"There are not only opportunities to develop a career within the industry itself, but also teaches transferable skills, particularly people/social skills, which can take you anywhere. There are many opportunities to meet people and create networks that may take you anywhere in the world where there is obviously enough money to be made to travel to New Zealand."

VIEW OF VISITOR EXPERIENCE ELEMENTS

How would you rate the following potential parts of a visitor's Rotorua experience in terms of your view of them? (on a scale of 0-10 where 0=Very poor and 10=Excellent)

Rotorua residents view Rotorua's activities and experiences, and Māori culture and manaakitanga very favourably as elements of a visitor's experience in Rotorua. Shopping/retail and transport options are viewed least favourably.





	Activities & experiences	Māori culture & manaakitanga	Food & beverage	Customer service	Public amenities	Accommodation	Shopping/retail	Transport options
10 (Excellent)	35%	38%	22%	15%	14%	9%	6%	6%
9	21%	21%	13%	13%	9%	8%	5%	6%
8	23%	19%	26%	21%	20%	13%	10%	10%
7	10%	10%	19%	22%	24%	18%	13%	12%
6	3%	4%	9%	8%	10%	16%	18%	17%
5	5%	6%	7%	14%	13%	14%	23%	18%
4	1%	1%	2%	4%	4%	8%	9%	11%
3	1%	1%	1%	3%	3%	8%	10%	11%
2	0%	0%	1%	0%	2%	5%	4%	5%
1 (Very poor)	0%	0%	0%	0%	1%	1%	1%	2%
Average	8.5	8.5	7.8	7.3	7.0	6.2	5.7	5.6

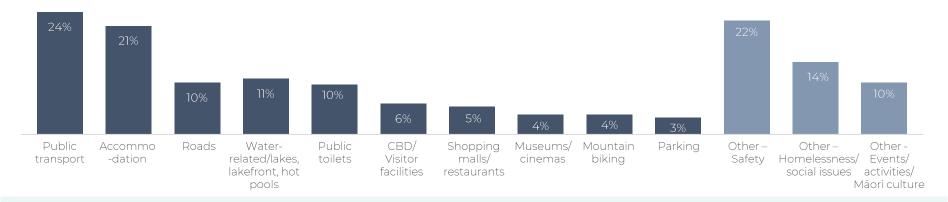


TOURISM INFRASTRUCTURE PRIORITISED FOR DEVELOPMENT

What visitor/tourism infrastructure do you think should be prioritised for development in Rotorua (if any)?

Public transport and accommodation are top-of-mind for Rotorua's residents when asked about priorities for tourism infrastructure development. Other common types of infrastructure mentioned include roads, public toilets, and water-related infrastructure.

While not necessarily related to the development of physical infrastructure, many residents commented about their concerns around safety, homelessness and social issues in Rotorua.



"The Lakeland Queen need to be refloated, Rainbow springs reopened, Agrodome full up and running, more things for the locals at a fair price.

GET THE HOMELESS OUT OF THE MOTELS so the visitors have somewhere to stay."

"The Council should focus on getting the museum fixed, instead of the money that has been spent needlessly on the lakefront redevelopment and a sculpture barely visible on a roundabout on the southern exit of the city."

"Better quality restaurants. There are a decent number but quality lags behind other Bay of Plenty localities i.e., the Mount. Also, better quality roads and camping infrastructure" "Better accommodation. Transport. More international events"

"Public transport to run later than 6 pm. Increase the frequency of public toilet cleaning."

"Definitely the roads with so many people including locals and visitors that travel on them! Signage improvements for visitors would be good too."

"More pleasant environment. Less homeless people. Make the streets feel safer. Revitalize the CBD. Get more shops in. Free parking to encourage people into town."

"Beautification of the city as a whole. Ensure city safety for visitors (and residents) is a priority for all agencies"

"Roading, city center development, better public transport"

"Safer and upgraded public spaces such as toilets, rest stops, picnic spots"

"5-star hotel. New lakefront needs restaurant/bar facilities. Commercial buildings in CBD are very poor condition - bad look and need urgent attention.

More accommodation of good quality. Continue development of MTB and forest trail network.

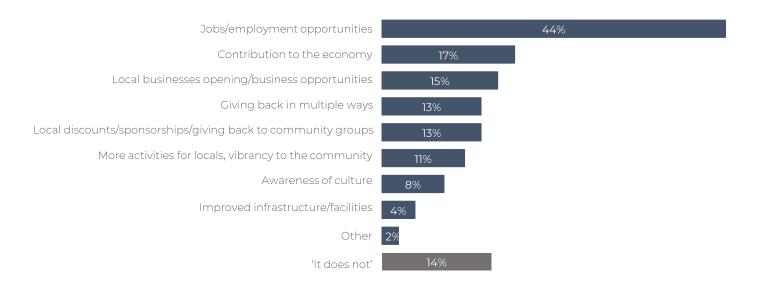
Museum and Blue Baths need to be sorted.

Continuation of wide footpath on Te Nge road to fully link forest to CBD. Make obvious we are MTB city.

Link Eat street to lakefront - perhaps extension of walkway to link these 2 great areas."

HOW TOURISM GIVES BACK TO THE COMMUNITY

How do you think the tourism industry in Rotorua gives back to the community (if at all)?



"Without the tourism industry, Rotorua would not be a 50,000+ populated city. Tourism is important for Rotorua, as the money it generates stimulates the local economy by creating jobs and developing awareness of different cultures."

"They give back in the vibrancy and in employment opportunities. The industry hugely impacts our economy as well. Socially they give back to the environment and other local causes."

"Some places are very generous in their discounts to other non-profit organisations. e.g., Skyline supports Camp Quality excursions for children with cancer. Other places offer educational days or sessions discounted to school groups." "It brings us together, think about how many people gather for events such as the Marathon. There's the jobs it creates as well, and the cool experiences designed for tourists that we enjoy as well"

"Provides employment, educational visits for tourism students, sponsorship and raffle donations, donations and supporting local charities."

"Better infrastructure, more job opportunities, more events"

"Employment. Money coming back into the community. Getting Rotorua onto the world stage."

"Jobs, activities for locals etc. Locals special pricing and events."

"By creating jobs and business opportunities."

"Always representing the culture, they are involved in community events and are always for the people. Brings in a lot of income and people to the town"

"Great lake front development for both tourists and locals. The Redwoods are often improving the activities available to both tourists and locals"

"Lots of examples! A lot of tourism is locally owned, so they employ whānau and friends and put the money earned back into their community or land. Some businesses are working towards restoring our native forest (every trip = native tree planted)"



DEMOGRAPHICS — ROTORUA RESIDENTS (UNWEIGHTED)

Gender	
Male	40%
Female	59%
Gender diverse	1%
Prefer not to say	0%
Age	
18 – 29 years	21%
30 – 39 years	20%
40 - 49 years	21%
50 – 59 years	19%
60 - 69 years	12%
70+ years	7%
Base: Total Sample	n=300

Total Sample

Travel in Past 12 Months				
Travelled in New Zealand	81%			
Travelled outside New Zealand	25%			
Have not travelled	14%			
Household Composition				
My husband, wife or partner	61%			
My mother and/or father	8%			
My child/children aged under 5	13%			
My child/children aged 5 - 14	18%			
My child/children aged 15+	15%			
Other family/relatives	9%			
Other person(s)	6%			
None of the above - I live alone	15%			
Prefer not to say	2%			
Base: Total Sample	n=300			

Total Sample

Ethnicity	
New Zealand European	67%
Other European	7%
New Zealand Māori	23%
Cook Island Māori	2%
Pacific Islander	1%
Chinese	3%
Indian	1%
African	0%
North American	1%
Latin American	0%
South American	0%
Middle Eastern	0%
Other	7%
Prefer not to say	1%
Base: Total Sample	n=300



